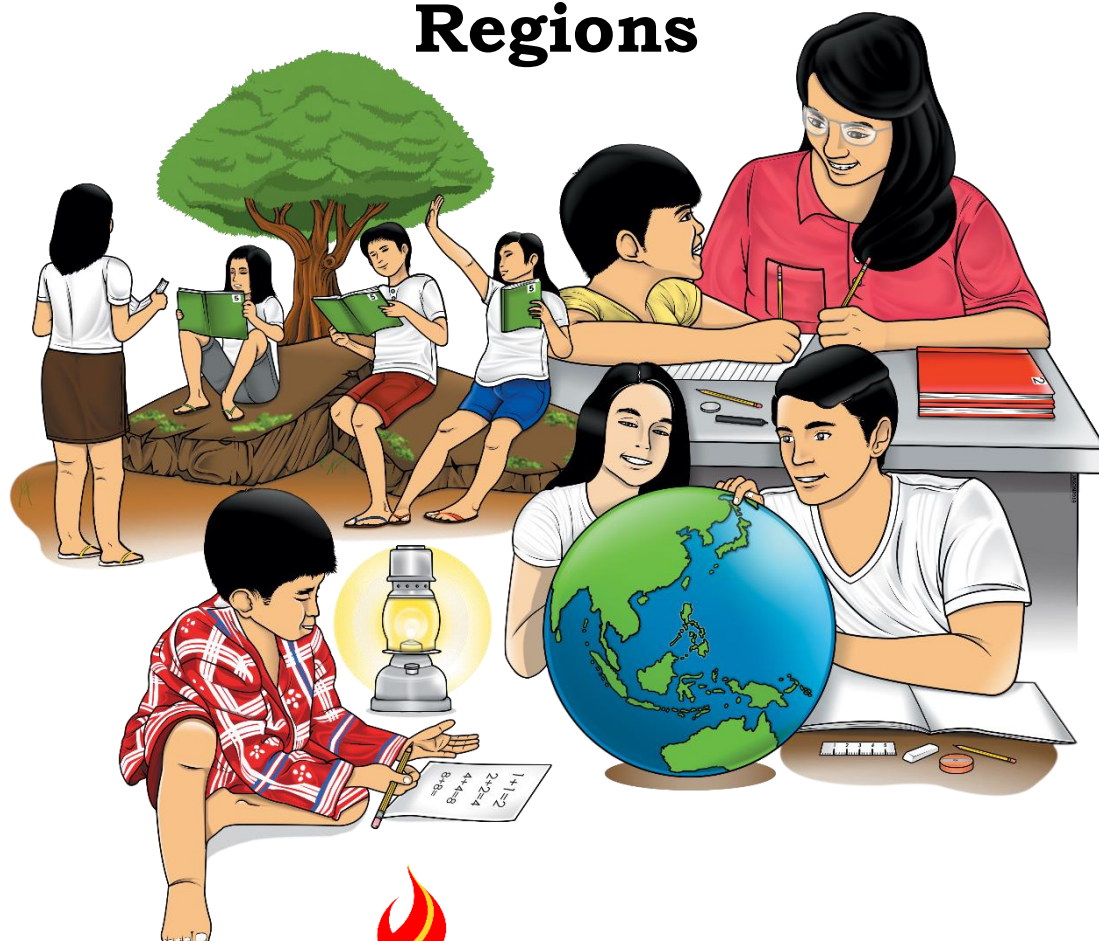


# Contemporary Philippine Arts from the Regions

## Quarter 1 - Module 8

### Promotions of Arts from the Regions



**Contemporary Philippine Arts from the Regions**  
**Alternative Delivery Mode**  
**Quarter 1 - Module 8: Art: Promotions of Arts from the Regions**  
**First Edition, 2020**

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# **Contemporary Philippine Arts from the Regions**

**Quarter 1 - Module 8  
Promotions of Arts from the  
Regions**

# Introductory Message

For the facilitator:

Art is part of a national heritage that gives an individual the awareness and pride that is important in building the nation. By means of paintings, sculptures, songs, dances, and other art forms, it makes people be reminded of the origins, histories, defeats, and victories of the nation. The sacrifices of the past should not be neglected to gain more in our time, that is why we need to protect them for the next generation.

From the previous lessons, we learned who are the National Artists of the Philippines and the Gawad sa Manlilikha ng Bayan Awardees, how they contribute to the development of Philippine arts, and how their artworks reflect the practices, culture and tradition of our country. However, did you wonder what are the possible factors that can affect the production of their artworks with the dynamic change of the environment? What are the support systems of the Philippine traditional and contemporary arts? And how can we contribution to those support systems? In relation to those questions, this module will discuss about the effect of the changing environment to the mode of production of artists' artworks, the different institutions that support and promote art, and how we will promote these arts in this time of contemporary world.



### ***Notes to the Teacher***

In a general view, students view art in a confined way. They should be able to gain an understanding that art reflects cultural beliefs, and identity and it helps to preserve great quantities of communities that make up our world. They need also to recognize that we need art to understand and to share our separate and shared history.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.

For the learner:

Having an understanding about the elements and principles of arts is not enough. We should also know how to preserve it and promote it.

Module 8 will let you understand the production process and the changing environment of traditional and contemporary arts. It will also help you identify the different support systems of art in the different regions.

To accomplish this, you need to have your own materials for writing and drawing like ballpens, pencils and sharpeners, erasers and crayons or colored pencils and short bond papers. This module allows you to follow through its content through orderly and developmental steps. As you go along, you will discover that this is like an interactive game where you do and learn things at the same time. Take this, read it, learn from it, and enjoy it.

This module has the following parts and corresponding icons:



#### ***What I Need to Know***

This will give you an idea of the skills or competencies you are expected to learn in the module.





### ***What I Know***

This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.



### ***What's In***

This is a brief drill or review to help you link the current lesson with the previous one.



### ***What's New***

In this portion, the new lesson will be introduced to you in various ways such as a story, a song, a poem, a problem opener, an activity or a situation.



### ***What is It***

This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.



### ***What's More***

This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.



### ***What I Have Learned***

This includes questions or blank sentence/paragraph to be filled in to process what you learned from the lesson.



### ***What I Can Do***

This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.



### ***Assessment***

This is a task which aims to evaluate your level of mastery in achieving the learning competency.



### ***Additional Activities***

In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned. This also tends retention of learned concepts.



### ***Answer Key***

This contains answers to all activities in the module.

At the end of this module you will also find:

### ***References***

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instructions carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and in checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!



## ***What I Need to Know***

This module is designed and is written for you. It is intended to facilitate understanding and appreciation of Philippine Contemporary Arts. The scope of this module permits it to be used in different learning situations. The language used recognizes the diverse vocabulary level of learners. The lessons are arranged to follow the standard sequence of the course as indicated in the curriculum guide. However, the order in which you read them can be changed to correspond with the flow of the lesson and with the rate or pace of learning.

The module contains Lesson 8 – Promotion of Arts from the Regions

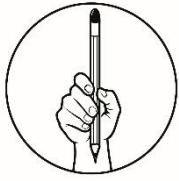
After going through this module, you are expected to:

1. Understand the production process and the changing environment of traditional and contemporary arts.
2. Identify the different support systems of art in the different regions.
3. Promote traditional and contemporary arts from the regions and
4. Express appreciation in arts through promoting arts in the contemporary world.



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## ***What I Know***

Read each item carefully. Choose the letter of the correct answer. Write the chosen letter on a separate sheet of paper.

1. It is one of the platforms of Filipino to describe and portray the practices, behavior, ideology, culture and tradition in their region or community.
  - a. Art
  - b. Skill
  - c. Talent
  - d. Technique
2. This is where resources are gathered and shared and where culture is performed.
  - a. Nature
  - b. Territory
  - c. Environment
  - d. Surroundings
3. It is the overall policy making body, coordinating and grant giving agency for the preservation, development, and promotion of Philippine Arts.
  - a. National Museum
  - b. Cultural Center of the Philippines
  - c. Metropolitan Museum of the Philippines
  - d. National Commission for Culture and the Arts
4. It is the leading institution for the arts and culture in the Philippines by promoting artistic excellence and nurturing the broadest publics to participate in art making and appreciation.
  - a. Ben Cab Museum
  - b. Art Fair Philippines
  - c. National Museum
  - d. Cultural Center of the Philippines
5. It is one of the major museums in the Philippines. This museum was among the first to develop and extend its audience by embracing the philosophy of art for all.
  - a. ManilArt
  - b. Ben Cab Museum
  - c. National Museum
  - d. Metropolitan Museum of the Philippines
6. It houses the permanent collection of Philippine National Artist Benedicto Cabrera in several galleries.
  - a. Art Fair Philippines
  - b. Ben Cab Museum
  - c. Cultural Center of the Philippines
  - d. National Commission for Culture and the Arts
7. It is the premier platform for exhibiting and selling the best in modern contemporary Philippine Visual Art
  - a. ManilaArt
  - b. Ben Cab Museum
  - c. National Museum
  - d. Art Fair Philippines

8. It is the Philippines' premier International Art Fair.
  - a. ManilArt
  - b. Ben Cab Museum
  - c. National Museum
  - d. Art Fair Philippines
  
9. It is considered as a premier gallery institution in the Philippines.
  - a. Finale Art File
  - b. Ben Cab Museum
  - c. Thirteen Artist Award
  - d. Kublai Art Gallery and Davao Contemporary Art Gallery
  
10. There are several established authorities, institutions, markets, galleries, and award giving bodies that supervise the protection, promotion and nurturing of culture and art.  
 These authorities, institutions, markets, galleries, and award giving bodies make sure that tradition involving art and culture are kept.
  - a. The first statement is TRUE, the second statement is FALSE.
  - b. The first statement is FALSE, the second statement is TRUE.
  - c. Both statements are TRUE.
  - d. Both statements are FALSE
  
11. The Ben Cab Museum is committed to the promotion of arts and preservation, conservation and protection of the environment and culture of the Cordillera.  
 The Ben Cab Museum houses the permanent collection of Philippine National artist Guillermo Tolentino.
  - a. The first statement is TRUE, the second statement is FALSE.
  - b. The first statement is FALSE, the second statement is TRUE.
  - c. Both statements are TRUE.
  - d. Both statements are FALSE
  
12. Art Fair Philippines is the premier platform for exhibiting and selling the best in modern and contemporary Philippine Visual Art.  
 Art Fair Philippines aims to mirror the vibrant local art scene of Filipino Art practitioners.
  - a. The first statement is TRUE, the second statement is FALSE.
  - b. The first statement is FALSE, the second statement is TRUE.
  - c. Both statements are TRUE.
  - d. Both statements are FALSE.
  
13. Final Art file is considered as a premier gallery institution in the Philippines.  
 The Fourteen Artist Award mark the turnings in and of Philippine Contemporary Art.
  - a. The first statement is TRUE, the second statement is FALSE.
  - b. The first statement is FALSE, the second statement is TRUE.
  - c. Both statements are TRUE.
  - d. Both statements are FALSE.

14. We can promote Philippine Art in a simple way.  
Visiting art exhibits is a way of appreciating art.
- a. The first statement is TRUE, the second statement is FALSE.
  - b. The first statement is FALSE, the second statement is TRUE.
  - c. Both statements are TRUE.
  - d. Both statements are FALSE.
15. The traditional and contemporary artists' mode of production continues to be affected with a dynamic of change in the environment.  
Environment is where resources are gathered and shared.
- a. The first statement is TRUE, the second statement is FALSE.
  - b. The first statement is FALSE, the second statement is TRUE.
  - c. Both statements are TRUE.
  - d. Both statements are FALSE.

## Lesson

# 8

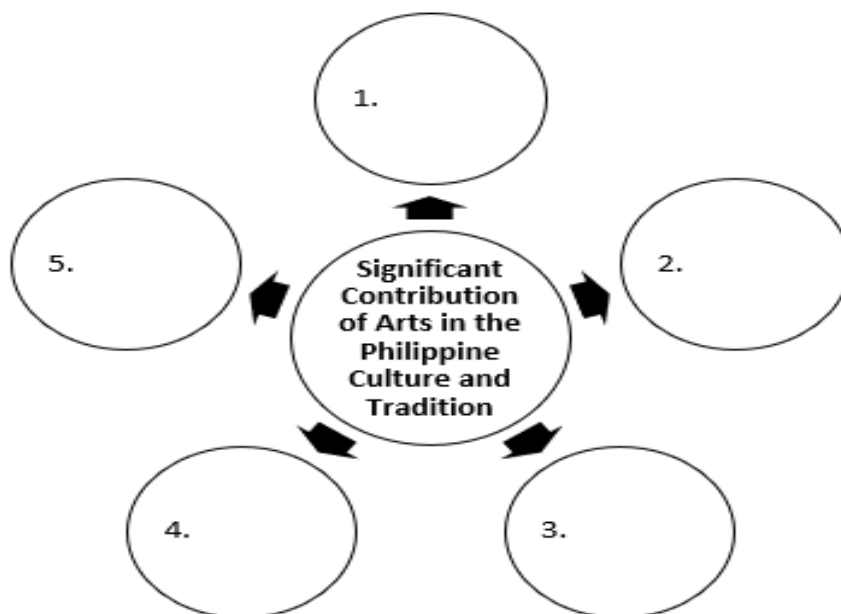
## Promotions of Arts from the Regions

Art is one of the platforms of Filipino to describe and portray the practices, behavior, ideology, culture, and tradition in their region or in their community. Hence, it is important to promote and appreciate traditional and contemporary arts from the regions. However, prior to that, we need to understand the contexts where these artworks come from. Moreover, in order to gain a deeper understanding on how we will promote the traditional and contemporary arts, we need to learn how the changing environment affect the production process of the artworks of indigenous peoples or artists.



### *What's In*

Directions: Write the five significant contribution of arts in the Philippine culture and tradition on the circles below. Write your answer on your answer sheet.





## ***What's New***

NCCA Chairman Arsenio “Nick” Lizaso said that people should be proud of and nourish Filipino Arts and culture. Indeed, Philippines is very rich in culture. We often heard or see the phrase “Only in the Philippines”. It is an expression of pride in what we feel in the activities that are uniquely Filipino. Arts provides a shared experience for the community. Values and beliefs systems are often deep-seated in art forms and passed down through generations. People participate in country’s nationhood by means of singing the national anthem or by merely looking the monument of Rizal in Luneta. It is when an individual became aware and proud of their cultural heritage, they became an active instrument in nation building. The Executive Order No.118 created the Presidential Commission on Culture and the Arts in 1987. By means of history, it makes the an individual appreciative of the country’s struggles and triumphs.

1. Why do we need to preserve our arts and culture in the modern world?
2. In your opinion, why is it important to have natural art center in the Philippines?



## ***What is It***

The traditional and contemporary artists' mode of production continues to be affected with the dynamics of change in the environment. Nonetheless, environment is considered of its utmost importance – this is where resources are gathered and shared, and where culture is performed. So, let's recognize some factors that affect the traditional or contemporary artist's production process.

### **THE PRODUCTION PROCESS AND THE CHANGING ENVIRONMENT**

#### **1) Tourism**

Land areas are converted into sites for tourist consumption. In this situation, ecological domains may become more vulnerable to damage with the combined forces of natural disasters and tourist mobility. Moreover, tourist mobility might influence the community's observance of tradition and tend to diminish the quality of native art forms. Removed from their original context, the works are transformed into mass produced souvenirs in order to meet the demands of the tourist trade. Neon colors and designs woven from synthetic fibers have been made available in recent years to create appropriations of traditional textile designs for commercial purposes.

#### **2) Militarization**

The insecurity and tensions brought about by militarized zones apprehend the people's ability to create art. It prevents people from having communal gatherings, where exchanges and passing of knowledge can take place.

#### **3) Christianization**

The influence of Christianity and the conversion of the natives to a foreign religion have affect the preservation of their indigenous rituals and traditions. However, in some cases, the community finds a way to harmonize their indigenous ways with traditions of Christianity. For example, the Manobo community of Mt. Apo initiated a "culture regeneration movement." As Christian converts, they sought the revival of their traditions by holding clan reunions, employing native wedding rites, and recalling narratives of their culture through painting.

These factors that affect the tradition and contemporary art production process of Philippine artists are given an effort to solve and address by the different institutions that support and promote art. It is important to know these institutions, museums, galleries, and organizations in order to know the authorities of art in the Philippines that we can look to when intending to learn more about our country's rich culture and art

## **SUPPORT SYSTEMS OF PHILIPPINE ART**

There are several established authorities, institutions, markets, galleries, and award-giving bodies that supervise the protection, promotion and nurturing of culture and art and that establish the support systems of arts in the Philippines. These authorities, institutions, markets, galleries, and award-giving bodies make sure that traditions involving art and culture are kept alive despite of modernization and technological advancements, set the standards for the different forms of arts, exhibit objects of cultural and artistic interest, financially supported visual artists, recognizing outstanding art making, and teach and nurture artistic skills and knowledge of Filipino about culture and art. Hence, below are some authorities, institutions, markets, galleries, and award-giving bodies in the promotion of Philippine arts:

### **1) National Commission for Culture and the Arts**

The National Commission for Culture and the Arts is the overall policy making body, coordinating, and grants giving agency for the preservation, development and promotion of Philippine arts and culture; and an executing agency for the policies it formulates (Dumandan, 2019).

### **2) Cultural Center of the Philippines**

The mission of the Cultural Center of the Philippines is the leading institution for the arts and culture in the Philippines by promoting artistic excellence and nurturing the broadest publics to participate in art making and appreciation (Dumandan, 2019).

### **3) National Museum**

The National Museum is an educational, scientific, and cultural institution that acquires, documents, preserves, exhibits, and fosters scholarly study and public appreciation of works of art, specimens, and cultural and historical artifacts representative of the unique cultural heritage of the Filipino people and the natural history of the Philippines (Dumandan, 2019).

### **4) Metropolitan Museum of the Philippines**

The Metropolitan Museum of Manila is one of the major museums in the Philippines. The museum was among the first to develop and extend its audience by embracing the philosophy of art for all, adopt a bilingual approach in exhibition texts, and implement a vigorous education and community outreach program. The museum seeks to amplify the Filipinos' sense of artistic and cultural heritage from the past and in contemporary global contexts and experiences (Dumandan, 2019).

### **5) Ben Cab Museum**

The BenCab Museum houses the permanent collection of Philippine National Artist Benedicto Cabrera (BenCab) in several galleries, as well as venues for art shows and exhibitions. The Bencab Museum is committed to the promotion of arts, and the preservation, conservation and protection of the environment and culture and traditions of the Cordilleras. This commitment of the museum is an expression of the artist's gratitude to the country that nurtured and inspired an artistic career that continues to grow, mature, and fascinate (Dumandan, 2019).

#### **6) Art Fair Philippines**

Art Fair Philippines is the premier platform for exhibiting and selling the best in modern and contemporary Philippine visual art. The fair aims to mirror the vibrant local art scene and continue to generate support for Filipino art practitioners (Dumandan, 2019).

#### **7) ManilART**

ManilART is the Philippines' premier international art fair. It showcases the best in contemporary visual arts for the development and promotion of Filipino art and culture locally and internationally. ManilART elevates the standards and celebrates the dynamic Philippine art scene through various art exhibitions connecting world class artists, institutions, and the community. It reinforces the awareness of and the appreciation for Philippine visual arts by merging it with other disciplines through lectures, workshops, demonstrations, and other activities with the support from both local and foreign exhibitors (Dumandan, 2019).

#### **8) Finale Art File**

Finale Art File is considered as a premier gallery institution in the Philippines. It showcased hundreds of exhibits by some of the most talented names in contemporary visual arts. It has successfully balanced the demands of a commercial establishment and an artistic venue. This gallery occasionally features experimental works that push artistic boundaries and challenge audience expectation (Dumandan, 2019).

#### **9) Kublai Art Gallery and Davao Contemporary Art Gallery**

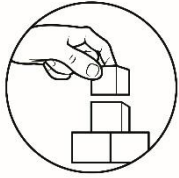
The Kublai Art Gallery and Davao Contemporary Art Gallery is a unique cultural expression of Davao's visual artists. The gallery showcases various works by Mindanao's famed artist Kublai Ponce-Millan, as well as different artists from the city (Dumandan, 2019).

#### **10) Thirteen Artists Awards**

The Thirteen Artists Awards mark the turnings in and of Philippine contemporary art, to update its modernizing potential and to assess how artists today engage with other forces in the art world (Dumandan, 2019).

These authorities, institutions, markets, galleries, and award-giving bodies are not the only ones who may promote arts of the Philippines. As a Filipino and a student, we can also promote Philippine arts in our own little ways. We may visit art exhibits and seminars about the artistic treasures of the Philippines. We may share the artworks of Philippine artists through our social media. Also, appreciating Philippines arts in its original context and using it in defining and describing Filipino identity are also ways to promote arts existed in our country. There are different ways to promote or support Philippine traditional and cultural arts and these ways root in our nationalistic and patriotic ideology. Hence, as a student in this contemporary time, it is a great act to contribute in holding a responsibility of promoting Philippine arts.





## ***What's More***

### **ACTIVITY 1.1**

A. Directions: Answer the following questions based on your understanding about the lesson. Write your answer on your answer sheet.

- 1) What other factor may affect the production process of art apart from the indicated factors in the lesson?

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- 2) Why do we need to promote the arts developed from the different regions of the Philippines?

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*This rubric will be used in appraising your answer in each question:*

<b>Criteria</b>	<b>1 point</b>	<b>No point</b>
Relevance	The answer is connected to the given question.	The answer is not connected at all to the given question.
Understanding of the Concepts	The answer is reference to the lesson.	The answer is not reference to the lesson.

### ACTIVITY 1.2

B. Identify and group the following support systems indicated in the box below whether it is an institution, museum, art fair, gallery, or an award-giving body. Write your answer on your answer sheet.

Thirteen Artists Awards

National Commission for Culture and Arts

Finale Art File

Philippine Art Fair

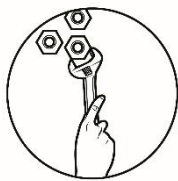
Metropolitan Museum of the Philippines

<b><u>Institution</u></b>	<b><u>Museum</u></b>	<b><u>Art Fair</u></b>	<b><u>Gallery</u></b>	<b><u>Award-giving Body</u></b>



## ***What I Have Learned***

1. Art is one of the platforms of Filipino to describe and portray the practices, behavior, ideology, culture, and tradition in their region or in their community.
2. The traditional and contemporary artists' mode of production continues to be affected with the dynamics of change in the environment.
3. Land areas are converted into sites for tourist consumption.
4. The insecurity and tensions brought by militarized zones apprehend the people's ability to create art.
5. The influence of Christianity and the conversion of the natives to a foreign religion have affect the preservation of their indigenous rituals and traditions.
6. There are several established authorities, institutions, markets, galleries, and award giving bodies that supervise the protection, promotion and nurturing of culture and art.
7. The National Commission for Culture and the Arts is the overall policy making body, coordinating and grants giving agency for the preservation, development and promotion of Philippine Arts and Culture.
8. The mission of the Cultural Center of the Philippines is the leading institutions for the arts and culture in the Philippines.
9. The National Museum is an educational, scientific and cultural institutions that acquires, documents, preserves, exhibits and fosters scholarly study and public appreciation of works of art.
10. The Metropolitan Museum of the Philippines is one of the major museums in the Philippines. The museum was among the first to develop and extend its audience by embracing the philosophy of arts by all.



## ***What I Can Do***

**Activity : Save your art today, in the future it becomes a history**

<b>Goal</b>	To write a <b>slogan</b> that express promotion and preservation of arts from the regions of the Philippines.
<b>Role</b>	A creative writer of a slogan
<b>Audience</b>	Parents and Senior High School Students of Paranaque City
<b>Situation</b>	In these contemporary times, foreign influences are evident in our society that causes us to gradually demote or not appreciate Philippine culture and arts.
<b>Product Performance</b>	A slogan that express promotion and preservation of arts from the regions of the Philippines.
<b>Standards</b>	The learner followed all the guidelines and the rubric provided.

These are the guidelines in making the activity:

- 1)The materials needed are pencil, marker, eraser, ruler, and coloring materials.
- 2)Use the provided activity sheet in doing this activity.
- 3)Write a slogan that expresses promotion and preservation of arts from the regions of the Philippines. The slogan should be 9-10 words long.
- 4)In the design and graphics of your slogan, indicate at least four illustrations of promoting and preserving arts from the regions of the Philippines.
- 5)After you finish the activity, take a picture of your output and send it to your teacher via FB Messenger or Google Classroom on the prescribed deadline of submission.
- 6)After the rating of your output, share your slogan in the FB Messenger Room of your class.

*This is the rubric to be used in appraising your output:*

<b>Criteria</b>	<b>5 points</b>	<b>4 points</b>	<b>3 points</b>	<b>2 points</b>
Design and Graphics	The slogan shows art-making skills in illustrating at least 4 ideas of promoting and preserving arts in the Philippines.	The slogan shows art making skills in illustrating only 3 ideas of promoting and preserving arts in the Philippines.	The slogan shows art making skills in illustrating only 2 ideas of promoting and preserving arts in the Philippines.	The slogan shows art making skills in illustrating only 1 idea of promoting and preserving arts in the Philippines.
Concept	The slogan illustrates at least 4 original and relevant ideas of promoting and preserving arts in the Philippines.	The slogan illustrates only 3 original and relevant ideas of promoting and preserving arts in the Philippines.	The slogan illustrates only 2 original and relevant ideas of promoting and preserving arts in the Philippines.	The slogan illustrates only 1 original and relevant idea of promoting and preserving arts in the Philippines.
Slogan	The tagline of the slogan is original, unique and relevant. It consists of 9-10 words.	The tagline of the slogan is unique and relevant but not original. It consists of only 7-8 words.	The tagline of the slogan is original and unique but not relevant. It consists of only 5-6 words.	The tagline of the slogan is not original, unique and relevant. It consists of only 3-4 words.



## **Assessment**

Multiple Choice. Read each item carefully. Choose the letter of the correct answer.  
Write your answers on a separate sheet of paper.

1. It is the overall policy making body, coordinating, and grants giving agency for the preservation, development and promotion of Philippine arts and culture.
  - a. National Museum
  - b. Thirteen Artists Award
  - c. Cultural Center of the Philippines
  - d. National Commission of the Culture and the Arts
2. This gallery is a unique cultural expression of Davao's visual artists.
  - a. ManilART
  - b. Davao Art Gallery
  - c. Kublai Art Gallery
  - d. Kublai Art Gallery and Davao Contemporary Art Gallery
3. This award-giving body marks turnings in and of Philippine contemporary art
  - a. National Artists Award
  - b. Thirteen Artists Award
  - c. Contemporary Artist Award
  - d. Gawad ng Manlilikha ng Bayan Award
4. Tourist mobility might influence the community's observance of tradition and tend to diminish the quality of native art forms. What factor that affect the production process of art emphasized in the statement?
  - a. Tourism
  - b. Environment
  - c. Militarization
  - d. Christianization

5. This houses the permanent collection of Philippine National Artist Benedicto Cabrera in several galleries, as well as venues for art shows and exhibitions.

- a. Ben Cab Museum
- b. National Museum
- c. National Artist Museum
- d. Metropolitan Museum of the Philippines

6. Which among the following considered as factors that may affect the production process of arts in the Philippines?

- I. Militarization
  - II. Filipino Behaviors
  - III. Tourism
  - IV. Christianization
- a. I and II
  - b. II and IV
  - c. I, III, and IV
  - d. I, II, III, and IV

7. Which of the following are the influences of tourism in the production process of arts in the Philippines?

- I. It tends to diminish the quality of native art forms.
  - II. It influences the community's observance of tradition.
  - III. Artworks are transformed into mass produced souvenirs to meet the demands of the tourist trade.
  - IV. Synthetic fibers have been made available in recent years to create appropriations of traditional textile designs for commercial purposes.
- a. I and II
  - b. III and IV
  - c. I, III, and IV
  - d. I, II, III, and IV

8. Which of the following are the museums in the Philippines that promotes and preserves Philippine arts?

- I. Finale Art File
  - II. National Museum
  - III. BenCab Museum
  - IV. Cultural Center of the Philippines
- a. I and II
  - b. III and IV
  - c. II and III
  - d. I and IV

9. Which of the following are the award-giving bodies in the Philippines that recognizing outstanding art making and contribution of Philippine artists?

- I. Thirteen Artists Awards
  - II. National Artists Award
  - III. Contemporary Artist Award
  - IV. National Living Treasure Award
- a. I and II
  - b. II and III
  - c. I, II and IV
  - d. I, II, III and IV

10. Which of the following are included in the support system of arts in the Philippines?

I. Galleries

III. Institutions

II. Museum

IV. Award-giving Bodies

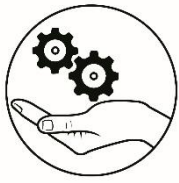
a. I and II

b. II and III

c. I, II and III

d. I, I, III and IV





## ***Additional Activities***

- A. Directions: Read and examine this statement of Missy Writes (2017) about the promotion of art in the Philippines. Afterwards, answer and do the following indicated questions and task. Write your answer on your answer sheet.

“I believe that each agency has its own job that will help in keeping Philippine known to a lot of People not just here in the Philippines. I also believe that they are essential because nowadays, a lot of people are not that interested as before in local products and most especially the arts because they usually like foreign products. With these agencies, they keep Philippine art alive. Because of them, we learn to appreciate and love our own. And eventually, and hopefully in the future, we Filipinos will be able to promote and be proud of our own art, history, and culture” (Writes, 2017).

1. If you were given an opportunity to create an agency that would promote and preserve arts from the regions of the Philippines, what will be the name of the agency?

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2. What will be the three main goals of the agency?

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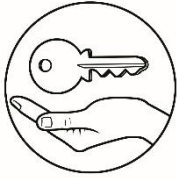
3. As a student, how will you promote traditional and contemporary Philippine arts? State three actions that you will do to promote traditional and contemporary Philippine arts.

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*This is the rubric to be used in appraising your answer:*

<b>Criteria</b>	<b>3 points</b>	<b>2 points</b>	<b>1 point</b>	<b>No point</b>
Name of the Agency	The name of the agency conveys an original, unique, and relevant idea.	The name of the agency conveys an original and unique idea but not relevant.	The name of the agency conveys a relevant idea but not original and unique.	The name of the agency does not convey an original, unique, and relevant idea.
Main Goal	The learner stated three significant and relevant main goals or focuses.	The learner stated only two significant and relevant main goals or focuses.	The learner stated only one significant and relevant main goals or focuses.	The learner stated no significant and relevant main goals or focuses.
Relevance	The learner stated three relevant actions to promote traditional and contemporary Philippine arts.	The learner stated only two relevant actions to promote traditional and contemporary Philippine arts.	The learner stated only one relevant action to promote traditional and contemporary Philippine arts.	The learner stated no relevant actions to promote traditional and contemporary Philippine arts.



## ***Answer Key***

### **What I Know**

- |      |       |       |
|------|-------|-------|
| 1. a | 6. b  | 11. a |
| 2. c | 7. d  | 12. c |
| 3. d | 8. a  | 13. a |
| 4. d | 9. a  | 14. c |
| 5. d | 10. c | 15. c |

### **What's In and What's New**

Answers may vary.

### **What's More**

Activity 1.1: Answers may vary.

Activity 1.2: See table below

### **Assessment**

- |      |       |
|------|-------|
| 1. d | 6. c  |
| 2. d | 7. d  |
| 3. b | 8. c  |
| 4. a | 9. c  |
| 5. a | 10. d |

<b><u>Institution</u></b>	<b><u>Museum</u></b>	<b><u>Art Fair</u></b>	<b><u>Gallery</u></b>	<b><u>Award-giving Body</u></b>
National Commission for Culture and Arts	BenCab Museum  Metropolitan Museum of the Philippines	ManilART	Finale Art File	Thirteen Artists Awards

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